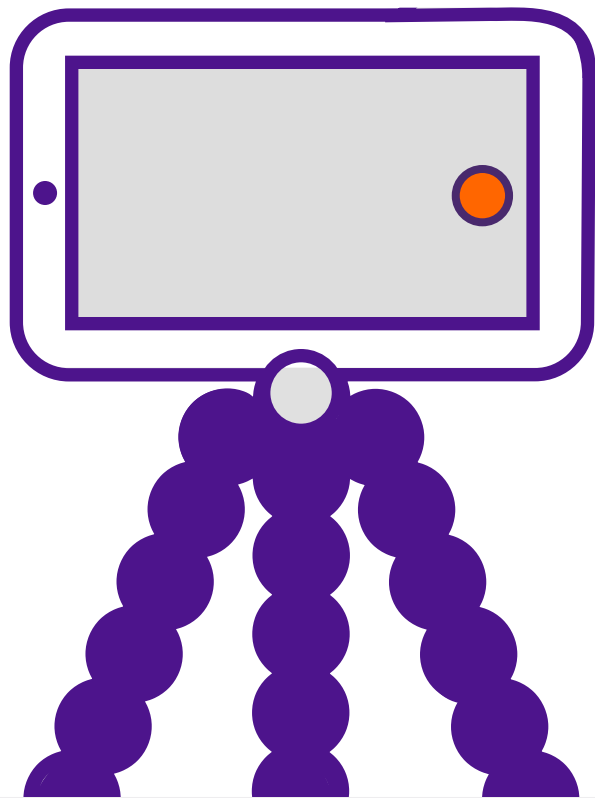


SELFIE VIDEO TIPS

Ready to share your brand story or up your game on social media? Here are a few tips on making simple, high quality videos with nothing more than a smartphone and a smile.

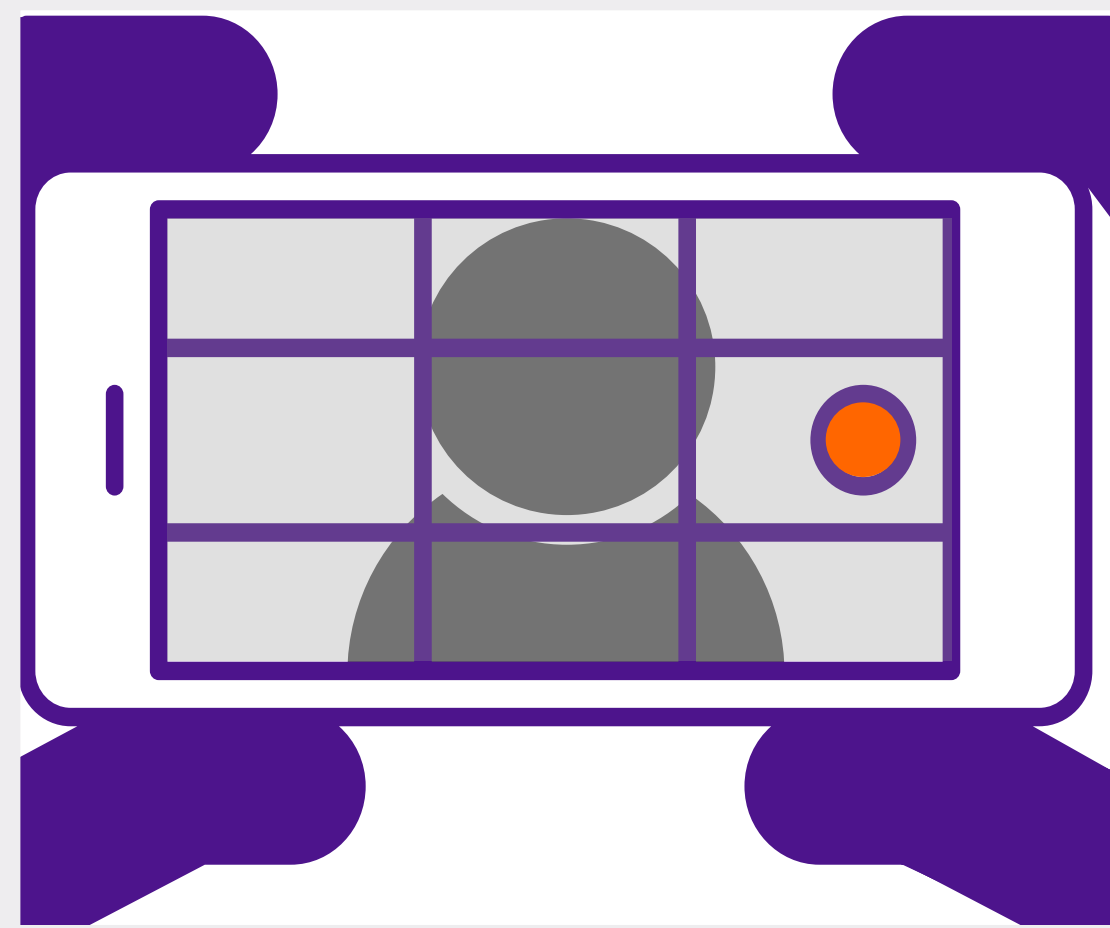


EQUIPMENT

- a.** As fun as it is to see yourself while recording, front-facing cameras have lower resolution, so try using the rear-facing camera for a better final product.
- b.** Even with the best stabilization settings, videos can turn out shaky. Use a tripod or stable surface to shoot if you can.

FRAMING

- a.** In most cases, you should hold your phone horizontal (a vertical orientation is common or preferred on certain social channels).
- b.** If you're using the camera on your laptop or desktop, make sure you're eye-level with the camera and centered in the frame — oh, and don't forget to smile!
- c.** As a general rule, frame yourself from the chest up for the best looking shot.



SOUND

- a.** Try to record in a quiet area to cut down on background noise as much as possible and get nice and close to the camera so you can be heard clearly.
- b.** Speak a bit louder than you normally would (use your outside voice).
- c.** Even the pros need a few takes — record a few versions to ensure you get one "keeper."

PRESENTATION

- a.** Before you hit record, take a look around and ensure your background looks as good as you do.
- b.** Pay attention to your body language, gestures and posture — Mom was right, stand up straight.
- c.** Look and speak directly to the camera, be yourself and let your personality shine!

